

JM112080901

CPF- WFLA Tampa- Estimate B

		SUN	MON	TUES	WED	THURS	FRI	SAT	WEEK TOTAL
		xxx	xxx	xxx	xxx	xxx	xxx	8/11/2012	
NBC									
Sat	5:00a-12:00n	xxx	xxx	xxx	xxx	xxx	xxx	✓ 2	\$2,000.00
	6:00p-6:30p	xxx	xxx	xxx	xxx	xxx	xxx	✓ 1	\$900.00
									\$2,900.00
		SUN	MON	TUES	WED	THURS	FRI	SAT	WEEK TOTAL
		8/12/2012	8/13/2012	xxx	xxx	xxx	xxx	xxx	
NBC									
Mon-Fri	7:00a-9:00a	xxx	1	xxx	xxx	xxx	xxx	xxx	\$2,000.00
	2:00p-3:00p	xxx	1	xxx	xxx	xxx	xxx	xxx	\$250.00
	3:00p-4:00p	xxx	1	xxx	xxx	xxx	xxx	xxx	\$425.00
	4:00p-5:00p	xxx	1	xxx	xxx	xxx	xxx	xxx	\$650.00
	5:30p-6:00p	xxx	1	xxx	xxx	xxx	xxx	xxx	\$1,000.00
	6:00p-6:30p	xxx	1	xxx	xxx	xxx	xxx	xxx	\$2,000.00
	11:00p-11:35p	xxx	1	xxx	xxx	xxx	xxx	xxx	\$1,800.00
Sun	5:00a-12:00n	✓ 2	xxx	xxx	xxx	xxx	xxx	xxx	\$2,000.00
	6:00p-6:30p	1	xxx	xxx	xxx	xxx	xxx	xxx	\$1,000.00
									\$11,125.00

Gross \$14,025.00  
 Less 15% \$2,103.75  
 \$11,921.25

OK (signature)

9/4/9

**Southern Campaign Resources**  
 235 E Virginia Street  
 Tallahassee FL 32301

**Committee To Protect FI/ Issue**  
 Submission Number 127 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Committee To Protect FI/ Issue	<b>Submission Cost:</b> 14025	<b>Campaign Ref:</b> JM112080901
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> . / /B	<b>Sales Rep:</b> WFLA Political
<b>Schedule Dates:</b> 08/06/12 to 08/19/12	<b>Weeks:</b> 2	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Committee To Protect FI/ Issue	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
1	Olympics Summer Morning WKND Sa-Su .....SS	01	1000	30 Comme	Nbr of Spots	4	4	4000
2	Sat 6p News .....S.	02	900	30 Comme	Nbr of Spots	1	1	900
3	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 2p Rachael Ray M.....	03	250	30 Comme	Nbr of Spots	1	1	250
5	M-F 3p Doctors M.....	04	425	30 Comme	Nbr of Spots	1	1	425
6	M-F 4p Dr Oz M.....	03	650	30 Comme	Nbr of Spots	1	1	650
7	M-F 530p News M.....	03	1000	30 Comme	Nbr of Spots	1	1	1000
8	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					6	7	13	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
9	M-Su 11p News M.....	02	1800	30 Comme		1	1	1800
10	Sun 6p News .....S	02	1000	30 Comme		1	1	1000
<b>Weekly Totals:</b>					6	7	13	
<b>Total Spots(Ord Spots)</b>					6	7	13	

Grand Totals

Totals		Month 8 Weeks: 4	
		08/06	08/13
Spots	13	6	7
Cost	14025	5900	8125

Grand Totals:

<b>Spots:</b>	13
<b>Gross Total:</b>	14,025.00
<b>Commission:</b>	2,103.75
<b>Net Total:</b>	11,921.25

NAB Form PB-17 Issues

**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b> WFLA Tampa	<b>Date:</b> 6/26/12
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I, Erin Pennington  
do hereby request station time concerning the following issue:

Jeff Brandes
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	see attached				

**Total Charges:**

This broadcast time will be used by: Committee to Protect Florida

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes☒ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

n/a

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Protect Florida

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

06/26/12      [Signature]      (850) 224-5909  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title